

WE CLAIM:

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A1
5 1. A promotional method comprising:
steganographically encoding a print advertisement to hide plural-bit data therein;
processing the print advertisement to extract the plural-bit data therefrom;
using at least a part of the extracted plural-bit data to direct an internet web browser to
a web site that provides consumer information related to a product or service promoted by the
print advertisement.

10 2. A method of determining consumer response to print advertising, comprising:
steganographically encoding a first print advertisement with first data;
steganographically encoding a second print advertisement with second data;
decoding the first and second data when consumers present the first and second
advertisements to an optical sensor; and
15 tallying the number of decoded first and second data, respectively, to determine
consumer response to the advertisements.

20 3. A promotional method comprising:
presenting an object within the field of view of an optical sensor device, the object
being selected from the list consisting of a retail product, or packaging for a retail product;
acquiring optical data corresponding to the object;
decoding plural-bit digital data from the optical data;
submitting at least some of said decoded data to a remote computer; and
determining at the remote computer whether a prize should be awarded in response to
25 submission of said decoded data.

30 4. A method of travel promotion, comprising:
steganographically encoding a travel photograph to hide plural-bit data therein;
processing the travel photograph to extract the plural-bit data therefrom;
using at least part of the extracted plural-bit data to direct an internet web browser to a
web site that provides travel information useful to a consumer who wishes to visit the location
depicted in the photograph.

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